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Mastodon Pansies

WHOLESALE ONLY

Steele's Pansy Gardens

Originators of Mastodon Pansies

Cable Address: "Pansy"

Since 1893

East 44th and Powell Streets

Portland, Oregon, U. S. A.

E. J. Steele, Manager
M. I. Steele, Secretary

Season of 1919

Twenty-six years of exclusive cultivation of pansies, and the largest growers of pansy seed and plants only in the world.

HOW DID IT HAPPEN? READ OUR CREED

We believe that the highest degree of perfection can be attained only by an exclusive specialist.

We believe that a definite aim and purpose must be backed by untiring industry.

We believe in "delivering the goods" of the quality we advertise, and in good measure thereof.

We believe that in serving promptly the best interests of our patrons we cannot avoid being successful ourselves.

We believe in any possible controversy that may arise, that our customer is right.

IF YOU ARE WITH US

in our view of what a business policy should be, send us an order, and we will show you how it works.

STEELE'S PANSY GARDENS, PORTLAND, OREGON, U. S. A.

Wholesale Only

Mastodon is our name for a genuine American strain of Pansies originated by us, and comprising a marvelous number of new shades and varieties, as well as improved types from other lands. All are of excellent form, of the richest colors, and of great size—up to three and seven-eighths inches in diameter. **Mastodon Pansies** represent twenty-six years of special and exclusive cultivation under our personal direction and constant supervision, and large sums expended in securing the finest stock grown by specialists all over the world.

SEEDLINGS TO THE TRADE

Season of 1919-20

Regular price, large size, Mastodon Mixed Private Stock, mostly six to eight leaves, per 100, \$1.00; per 500, \$3.00; per 1000, \$5.50; per 2500, \$12.50; per 5000, \$24.50; per 10,000, \$48.00.

A discount of 10% will be made on all shipments of 1000 or more made before Nov. 10, 1919. Crop ready Sept. 10. Regular prices after Nov. 10.

SEPARATE COLORS 1919-20

Large size, mostly 6 to 8 leaves, per 100, \$1.00; per 500, \$4.00; per 1000, \$7.50. Large orders, write for contract prices.

METHODS OF PACKING

Except for very short distances all shipments are packed in moss. All of our boxes are specially made to fit shipments, and are of the lightest made, and exactly as we would have them if we paid the charges ourselves. If ordered by parcel post include ample postage and any excess will be promptly returned, or excess plants shipped.

Terms cash.

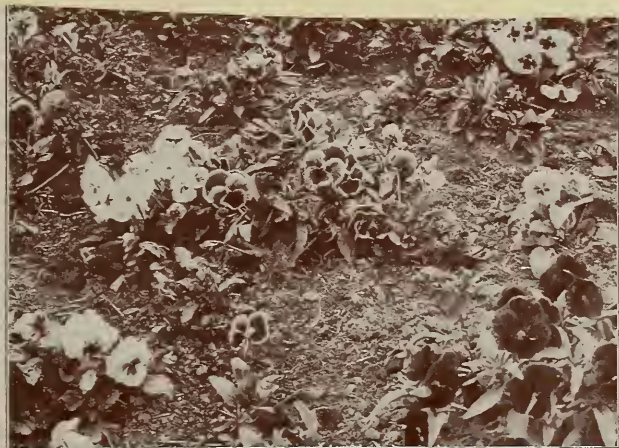
Orders booked with us now will be subject to cash discount as above, subject to shipping conditions, from Sept. 10 to the following Nov. 10. All shipments after Nov. 10 at regular prices. See shipping conditions below. All prices f. o. b. Portland. Those who wish plants PREPAID may add \$1.00 per 1000 or for less than 1000 for prepay charges.

All orders accepted subject to growing conditions, market changes, and any and all conditions beyond our control.

Shipping Conditions

Owing to the great distances we are obliged to cover in shipping seedlings during the early Fall season, often encountering tropical degrees of Summer heat, we have been taught by costly experience that some restriction is necessary in filling orders for seedlings. Therefore, **before ordering**, kindly note points beyond which we cannot ship during early Fall season:

1. After Sept. 10 seedlings will be billed to points 800 miles or less from this city.
2. After Oct. 1 seedlings will be billed to San Diego, Calif., and all way points, and east to Omaha and all way points.
3. After Oct. 15 large size seedlings will be shipped anywhere west of Mississippi. All offers made subject to stock being unsold.



Mastodon Pansy Seed Made in
Oregon, U. S. A.

inches. The ground should be clean and free of trash and weeds. If soil is deficient in humus, mix in about two inches of well rotted manure.

For re-set plants make your beds four to five feet wide, and line them up so that the paths between the beds will afford drainage. In a rainy climate it's a good plan to raise your beds by making your paths deep. Cover beds with a mulching of dairy yard or stock yard scrapings, or any well rotted, pulverized manure to a depth of about $1\frac{1}{2}$ inches. Set your seedlings deeply, and in rows across the bed seven to eight inches apart, so that you can use the hoe. For marketing purposes set plants $2\frac{1}{2}$ to 3 inches apart in the row. For display beds double space in the row. Don't forget to use the hoe. Never allow top of soil to become packed. After a rain or after watering

beds, use the hoe. Plants get more nourishment from the air than they do from the soil. Keep the pores open. Use the hoe! But don't hoe deep—cultivate surface only. Keep away from shade of trees and buildings as much as possible.

GERMINATING SEED

If your soil is not of the quality of first-class potting soil prepare your bed for sowing as follows: (1) Your ground being perfectly clean and free of weeds and trash, pulverize the soil to a depth of six or more inches. (2) On the level surface spread evenly a layer of pulverized manure, barnyard scrapings preferred, to a depth of at least one inch. (3) Overlay manure with half inch of the best soil you have, thoroughly pulverized. (4) Roll or rake down and tamp surface true and smooth. (5) Use the hose freely and soak down the bed several inches. (6) Sow your seed in drills or broadcast—we sow broadcast. (7) Cover as lightly as possible with your best soil or sand. Sand is best. (8) Use spray of water to moisten surface. (9) Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use unbleached sheeting, cheapest grade, to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift top of beds with thin layer of barnyard scrapings.

Never allow your beds to become dry. Any dryness after seeds sprout is **absolutely fatal**. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 60 to 75 square feet to sow an ounce of seed. We estimate five to eight thousand plants per ounce. We have reports as high as eleven thousand per ounce. One grower reports 2269 plants from one-eighth ounce.

THE SEED

The growing of Mastodon Pansy seed is a branch of our business that is given my personal attention daily, from the time the plants are selected in bloom to the time when the seed is sealed in the package, so that I know positively the premier quality of every package, and you get exactly the same seed that I sow and grow.

E. J. Steele.

Manager.

No seed packets containing less than 1/16 oz. are offered except our tango red novelty Irene. Not less than 4 oz. and not less than two oz. of any mixture at 4 oz. rate.

PRICES NET

	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	3 oz.	4 oz.
Steele's Mastodon Greenhouse Special, Mixed, O. K. outside	\$0.65	\$1.00	\$2.00	\$3.75	\$7.00	\$18.00	\$23.00
Steele's Mastodon Private Stock, Mixed.....	.65	1.00	1.75	3.25	6.00	16.00	20.00
Steele's Mastodon, Mixed.....	.65	.75	1.50	2.75	5.00	14.00	17.00

Steele's Mastodon Greenhouse Special—New:
A wonderful collection of rich, velvety shades, many light colors, in great variety and huge in size with fine long stems, and containing all our newest and finest types. **We cannot recommend these too highly for outside or inside cultivation.**

Mlle. Irene—Our initial offering. Pronounced by government and other experts of International reputation as the most wonderful creation in the pansy world. A shade never before known to pansies. A tango red, and in every other respect a grand flower with a long, strong stem. Price, 400 seeds, 75c.

Steele's Mlle. Isabelle—Our novelty. A ruffled bronze, a few are yellow. Huge in size and a sensation in the pansy world. Price 1/16 oz. 75c; 1/4 oz. \$2.50.

Improved Vulcano, New—A rich velvety Burgundy red of immense size that will cause a sensation even in the company of Mastodon Pansies. Price per oz., \$10; any part of oz. pro rata.

The prices of each of the eleven varieties named below is as follows: 1/16 oz., 65c; 1/8 oz., \$1.00; 1/4 oz., \$2.00; 1/2 oz., \$3.50; 1 oz., \$7.00.

Steele's Mastodon Madame Steele—Elk's Purple.

Steele's Black Mastodon—Nearly all jet black; a few very dark purple and all velvety in substance and of immense size.

Steele's Bronze Mastodon—Very large. All the different shades from burnished brass to gold, wonderfully tinged with nearly every color known to pansies.

Steele's Panama Pacific—A huge deep yellow; some with dark centers, some without.

Steele's Prince Henry—A splendid dark blue of immense size. The very best in blue.

Steele's Madame Perrett—A beautiful and distinct type with edges of petals frilled—bordered white; colors dark wine pink and red.

Steele's Parisian Yellow—A pure yellow of the grandest form and size.

Steele's Meteor—A beautiful shade of wine red, a profuse bloomer, a genuine self.

Steele's Grand Duke Michel (Improved Candissima)—The finest and largest all-white pansy in the world.

Steele's White Mastodon (dark center)—The largest pansies we have ever seen.

Steele's Mastodon Adonis—New; of huge size; light blue, baby blue and lavender shades.

A SUGGESTION

Either cash or approved references must accompany orders from new patrons.